

Visitors: Come in and see the store. Orchestra Mustic Saturday Evening.

KEITH-OPERIEN

The Farmer Paintings today and next week. Orchestra Music Sat-urday Evening.

IN SAVING A BIG PART EXPENSE TO



Persistent endeavor has produced these splendid values in

Misses' and Girls' Garments

Girls' and misses' coats

Long coats and three-quarter jacket styles, in plain colors and fancy mixtures, n the new brown and tan shades, cut with full box back, semi-fitting and empire cuffs— Reds, blues, browns and fancy mixtures in desirable and dependable fabrics—\$3.50 and up to \$20.00.

Little girls' coats—sizes 1 to 6 years

New cloth-Bearskin and Zibeline coats —cloth coats in red, brown, tan, navy and Alice blues—bearskin and zibeline coats in white, cardinal, blue, brown and gray—Both double and single breasted styles— \$3.50 to \$10.00.

Misses' jacket suits

Misses' and junior suits, in new plain colors and fancy worsteds and cheviots—Colors, blues, browns, cardinals and drabs—beautifully tailored in box and semi-fitting jackets—skirts pleated and plain. Sizes 11, 12, 13, 14, 15 and 16 years—\$15.00

Girls' and misses' waist dresses

One piece dresses in the new fancy plaids and plain colored wool materials—new "models"—colors, blue, brown, cardinal and fancy mixtures—sizes, 6, 8, 10, 12 and 14—\$2.50 and up.

Regulation sailor suits-\$8.00 to \$14.50.

Special: Manufacturers' sample line of girls' long coats—priced at fully one-third less than regular—also one hundred boys' two-piece suits—sample garments and specials from broken lines—sizes 14, 15 and 16; also a few small sizes. Values up to \$10,00—Choice, \$2.25 and \$3.45.

Boys and girls new Fall and Winter wearing apparel

Just what parents are now looking for-Every visitor to Salt Lake City will be interested in seeing the splendid showing of juvenile apparel in this department. We furnish complete outfits for both boys and girls up to 17 years of age. Satisfactory outfits too-because they combine in proper proportions, two essential features in good clothes-durability and appearance. At this store these two features always determine prices—consequently the price is always right.



Boys' two-piece suits

Divided into three classes—the hand-some little "Russian" and "Buster Brown" suits for boys from 2½ to 7 years of age—plain and fancy serges in blue, brown and cardinal; also in fancy mixtures in new shades—\$3.50 to \$8.50.

Sailor blouses and junior Norfolk

Suits for the boy from 6 to 10 years of age who is just graduating from the above styles—these suits come in the popular serges and fancy mixtures, in all colors, many of which are specially adapted to school wear—\$3.50 to \$10.00.

Boys' double-breasted suits

Like cut, also without belt if desired—this suit is the established style for boys from 10 to 17 years of age. In this style we show a very large variety of fabrics and "models," many of which are ideal school suits. Every dependable quality from reliable fabrics is shown in this line, at a range of prices from—\$3.50 to \$13.50.



Special Underprice Sale of Dress Goods and Black Taffeta--for Friday and Saturday

36-inch mixed Mohair and Wool Suitings in small neat checks, stripes

and plaid effects. Friday and Saturday 25c.

36 and 40-inch plain and fancy Wool Suitings in all of the newest weaves. Chiffon, Panamas, Chevron, Van Dyke stripes and mixed effects. Friday and Saturday 49c values up to 75c.

Great one dollar offering of 44 and 54 inches wide of high class imported dress fabrics. In this collection will be found all of the newest weaves and colors for street wear. Plain and novelty effects. Taffeta cloth chiffon, Panamas, French twills in monotones, Chevron stripes and shadow checks. Values up to \$1.50. Friday and Saturday \$1.00.

5 pieces of 35 and 36-inch black taffeta. This is an exceptional number. Good heavy quality, bright, silky finish. The rustling kind. Value \$1.25. Friday and Saturday 89c.

A Big Sale of Shirts Saturday 52 dozen \$1.25 skirts to be closed out at 59c

These shirts all new, the shipment having just reached us. They are snappy, handsome shirts and would sell quickly. Marked close at \$1.25.

The truth is we didn't order these shirts. They came to us by mistake Finally, rather than have them reshipped, the manufacturer made a specially low price--and so we kept them.

You are the gainer. We will turn over the best end of the bargain to our

customers and visitors. The shirts are new in pattern, made of excellent material; they are quality

looking. To appreciate them they must be seen.

500 remnants of cofton goods and domestics, outing flannels, ginghams, percales, challies, etc., while they last, 5c yard.

We tell the simple truth about the things we sell. In that way we win confidence.

Features in the Art Section

The art department carries a nice line of souvenirs in pillow tops, banners, book marks, etc. Don't fail to see the new art section to see the new Damstadt, Gobelin and Madeira embroideries.

covers-violets, wild roses, geranium and conventional designs.

NEW TABLE COVERS—Oblong green and red burlap covers, stamped with bold designs to be worked with Roman silks in the satin stitch. Finished with a fringe. \$2.00 values for \$1.50.

BABY PILLOW COVERS—A few fine lawn covers, trimmed with val. in-sertion, with val. lace on ruffle; stamped and unstamped. 95c and 75c values for 40c.

10 per cent reduction on all stamped sofa cushion tops

The new fall tops are in and you can get almost any flower you wish to em-broider. We have over fifty different de-signs of the very latest and prettiest ef-fects. This is the time to buy your top to work for Xmas presents.

Free instruction in pyrography and the new wood carving every Saturday morning from 10 to 12.

20 per cent reduction of tinted table Specials in the Pyrography department

Our famous \$5.00 outfit will be sold during conference and fair week for \$4.50.

This pyro outfit consists of 1 large

This pyro outfit consists of 1 large designed basswood box with compartments and drop front, 1 large benzine bettle and wire hook, 1 alcohol lamp with glass top, 1 large imported red double rubber bulb, three feet imported pure red rubber tubing, 1 metal union cork, 1 cork handle, with swivel attachment; 1 genuine platinum point, No. 20; six practice pieces; 5 bottles of art stain, 1 bottle of art filler. Special \$84.50

\$4.50. FREE-2 pieces of stamped basswood, one panel and one handkerchief box with the \$3.00 pyrographic outfit.

A few special reductions in stamped wood to burn

Dining room oblong pictures. Regu-lar 35c for 20c. Bread boards. Regular 50c for 35c. Oval panels. Regular 25c for 15c. Small round panels. Regular 10c for

Pipe racks. Regular 75c for 50c. A few double photo frames at half

Visitors will be charmed with our windows. They will be delighted with the interior decorations. But that which will impress them most will be the exceeding low prices, the very reasonable prices throughout the store.

Three Big Specials in the Ladies' Suit

Women's tailored suits, in all wool fancy striped worsteds, broadcloths, cheviots and two-toned diagonals; all colors, coats 36 to 38 inches long, handsomely tailored, strapped and trimmed with buttons. Special price for Saturday, \$25.00.

Cravenette coats-proofed cloth; full, loose coats; tan, mode, gray and oxford broadcloth coats in taupe, navy, wine, brown, black and green; Nippon styles and long semi-fitting and tight fitting styles. Special, \$19.75.

Broadcloth jumper dresses; also nun's veiling in light shades. Saturday special, \$25.00.

Women's Underwear

Women's natural or bleached fleeced cotton vests or pants, high neck, long sleeves, pants ankle length. Special at 25c per

Women's fleeced vests and tights—regular fine combed cotton. Regular 75c values. Special at 59c.

Women's bleached cotton vests, high neck, long or three-quarters sleeves, tights knee or ankle length, equestrian top; 65c per garment.

cent wool, tights to match, hand finished. Extra values at 85c per garment. Women's cream or natural vests, 50

Women's fleeced combed cotton union suits, hand finished. Regular \$1.25 values at 98c. Women's bleached cotton union suits, hand finished; high or low neck; long, el-bow or sleeveless; knee or ankle length. Extra value at \$1.25 per suit.

Women's white or natural union suits, 65 per cent wool, hand finished; \$1.95 per

Women's black cotton tights, fast color, ankle length; 85c per garment.

Women's black three-quarters wool,
Swiss ribbed tights, fast color; \$1.25 per
garment.

Saturday Special

Perhaps you need something warm these dull days. We have nice wool sweaters, in all colors, red, black, white and white and black; values up to \$5.00 for \$1.45. LACE WAISTS-We are showing a very

pretty line of lace waists—long sleeves, beautifully trimmed with val. lace, also with a touch of color such as Persian, blue and brown, very nobby. TAILORED WAISTS-Linen collars and

cuffs, wide plaits, plain backs, also fine tucked front and back. Special value for Saturday, \$1.35. SILK WAISTS in plain colors, also stripes and Persian designs. Prices from \$3.95 up to \$15.00.

long and short sleeves, values up to \$2.00 for 57c.

Manicuring, hair dressing, scalp treatment, chiropody, etc.—first class work—third floor—take elevator. The fountain is now serving hot drinks; also hot tamales in connection with mid-day lunches. These tamales are cleanly made and nice in every sense.

Saturday the Store Will Begin Giving Lessons Free in China Painting.

This is a decided departure. The services of an experienced china painter have been engaged-a lady whose work is above the average. Classes 1 to 4 o'clock on Saturdays; on Wednesdays, 9 to 12 a. m. Inquiries answered at the Art department.

Women's Flannelette Gowns

Extra well made—a very good quality of material, pink or light blue striped, all sizes, one with lay down collar and one with a military collar. Good values

Women's white flannelette gowns, military collar, bishop sleeve with bands, at \$1.00.

A number of different styles in pink and blue stripes, at \$1.00.

Ladies' Handsome Umbrellas

Fancy Umbrellas, 26 inches; handles in gold and pearl, silver and pearl, paragon frame and steel rod. A splendid \$2.00 Umbrella for \$1.50.

Ladies' 26 inch natural handle umbrella, paragon frame with steel rod. Excellent \$1.25 umbrella for 85c.

Ladies Gloves

The Keith-O'Brien glove department is showing the newest ideas in gloves. At-tention is directed to a few of our specials for Conference and Fair Week.

12-buttoned glace in blue, black, green, red, brown and gray; the newest styles; \$3.50 quality for \$2.45. 16-buttoned glace in black, white, red, green, navy, gray, brown and tan. Special \$3.75.

"Tampa"—A 2 clasp overseam in fine German—lambskin. A very pretty and stylish glove. \$1.25 quality for 98c

5-buttoned gauntlet-suede finish, cotton, tan, black and brown-\$1.00 and \$1.25. 2-clasp cashmerette glove, black, blue and brown-35c, 50c and 65c.

The Montgomery Collection of Farm Paintings will be on exhibit Saturday at the foot of the main stairway on the Floor Below

Farmer Montgomery is an eccentric individual in speech, mannerisms and dress-but not in the expression of his art. It is true to nature unhampered by no school The collection is interesting-for the farmer artist is one of the big men in art. His \$20,000.00 corn picture found place in the great Paris art galleries, two of his subjects were bought by two of our presidents; other paintings are conspicious in American art galleries.

In the Stationery and Toilet Section

Odd lot of tally and place cards-10c doz. Program pencils in blue, pink, red and white, special 10e doz.

Bicycle playing cards 19c. Congress paying cards 42c.

500 and bridge score pads. Saturday only 15c. Tablets-letters, packet and note sizes, blue and white

Envelopes to match the above 10c, 3 for 25c. Ideal hair brushes for 73c.

Special on tooth brushes 15c, 2 for 25c. Carnation cream for chapped hands 25c.

Women's and Children's Hosiery

Women's outsize black hose—some are lace, others good weight, black cotton, ribbed, plain top; regular 25c and 35c values—to close out the lot—19c.

Women's medium, heavy or light weight cotton hose, the kind that gives service. K.O'B. special at 25c.

Women's full fashioned cotton hose, double heel, toe and sole; regular 25c value. Special at 19c the pair.

Women's fast black fine cotton hose, double heel and toe, crow foot, clastic top; regular 50c values. Sale price 3 pairs for \$1.00.

Women's black cashmere hose, gray heel and toe—3 pairs for \$1.00.

Women's black cashmere hose, high spliced heel, double soles, full fashioned, extra value at 50c the pair.

Children's black cashmere hose, full fashioned foot, fine ribbed, double heel, toe and sole—3 pairs for \$1.00.

Children's colored bordered school handkerchiefs, special 3c each White handkerchiefs, with colored hemstitching, special 4c each. Initial handkerchief, sheer and dainty, special 20c each—3 for 50c. Stiff embroidery linen collars in many new and pretty designs, Ascot ties in white and colors, worn with tailored made waists, 35c each—3 for \$1.00.

Ladies Neckwear and Handkerchiefs

For Saturday Only-Fancy Filled, Ribbon Trimmed Side Elastic Ladies Supporters, 19c

Fancy frilled side supporters for misses. Regalar 20c for 15c. In black only-children's reg-ular 15c side supporters, 10c. 25c regular front pad, ladies' hose supporters, 19c.

A New Line of Platt Val. Laces

All new patterns, edgings and insertions to match and ranging from 1½ inches to 4 inches in width. Worth up to 25c per yard. Special 10c yard.

Filet Nets

A special line of silk Filet Nets in light blue and pink— navy, tan, brown and black. Spe-cial 98c yard.

Visiting ladies will be interested in our beautiful \$5.00 Millinery.

That the management made no mistake in securing the celebrated Philharmonic or-chestra for the Saturday even-

The following is the programme for tomorrow night: National Fencibles," march Sousa Poet and Peasant," over-

"Taunhauser" (cello solo) Wagner Marsh (Marsh Mo. 5" Remick Scarf De Star, "Warning Star, "Marsh Mo. 5" Remick Scarf De Star, "Wash Marsh Mo. 5" Remick Wash Marsh Mo. 5" Remick Wash Marsh Mo. 5" Remick Wash Marsh Mar

ing concerts is attested by the constantly increasing crowds which attend each perform-

(a) 'Nippono' (new).... Johnson

"Searf Dance" ... Chaminade Glow Worm" ... Lineke

A Few Items from our Notion Section

4-yd. rolls of cotton tape1e 3e ironing waxlc 5c wire hair pin1c 5c Swan hooks and eyes1c 5c Paper belt pin1e 5e asbestos iron holders4e 15c hair pin cabinets 10e Black, white and tan darning cotton. Regular 2 for 5c. .1e Shoe laces5c dozen "Our Own" sewing silk, 100-yd. spools, in all the

Adjustable sleeve protectors. Regular 10c.....2c pair An odd lot of hair rolls worth from 15c to 35c. Special 10c 15c box bone hair pins 5c box Emblems for Peter Thompson Suits, all colors-Regu-

lar 15c sets for 10c; regular 25c sets for15c Extra long hat pins, jet heads for 5e Regular 10c dozen pearl buttons5c dozen 7-in. and 8-in. shears 25e Shirt markers for home dressmakers\$1.78

In our Jewelry Section

75c gold filled beauty pin. Plain and fancy, 48c. 75c brooches and veil pin. Gold filled and jewel trimmed

Some fancy hat pins. Regular 25c for 10c.

Our complete line of Bead Necklaces one-third less regular prices.

The Candy Section During Visitors Week

Reduced for the occasion: Chocolate creams, dutchess gum drops; cream wafers, cream filled dates, figs and cocoanut caramels, and many other 25c and 30c confections—for 15c. Rockwood chocolate wafers, 5c cach—2 for 5c. K. O'B. fine chocolates will prove a nice box souvenir for visitors

to take home, or to mail

Step in Saturday morning